



PUBLIC INFORMATION

PUBLIC INFORMATION - 130 EXPENDITURES BY CATEGORY:

	Actuals FY 2006	Actuals FY 2007	Estimated FY 2008	Budget FY 2008	% Var	Budget FY 2009	% Var
Salary and Benefits	540,907	537,206	674,147	599,191	-11%	599,191	0%
Operating Expense	64,893	72,142	76,677	86,188	12%	86,188	0%
Capital Expenditures	-	-	14,999	-	-100%	-	0%
Carryovers	3,685	8,881	274	-	-100%	-	0%
PROG EXPENDITURES TOTAL	609,485	618,228	766,097	685,379	-11%	685,379	0%

FUNDING SOURCE SUMMARY

General Fund	609,485	618,228	766,097	685,379	-11%	685,379	0%
PROG FUNDING SOURCE TOTAL	609,485	618,228	766,097	685,379	-11%	685,379	0%
Authorized Full-time Equivalents	8	8	8	9	12.5%	9	0%

PURPOSE:

- Effectively communicate activities of Bernalillo County to its citizens in the unincorporated and metro areas via the news media and County produced publications, broadcast pieces and the web.
- Provide timely and accurate information.
- Oversee operations of the County's television services.
- Manage the Web Team in providing timely and accurate content.
- Work with elected officials, divisions and department to coordinate special events and promote County programs and services.

SERVICES PROVIDED:

- Design, development and implementation of informational News Releases and Public Service Announcements to local media.
- Paid advertising (radio, newspaper, billboards, bus panels and TV spots).
- Audio/Visual presentations used at public meetings and presentations.
- Design and distribution of booklets, brochures, flyers, direct mailings and DVDs.
- Proclamations and awards.
- Neighborhood Coordinator regularly attends neighborhood association meetings and distributes quarterly newsletter.
- Government Access Television (GOVTV 16)
- Intranet Web site content.

PROGRAM HIGHLIGHTS AND MAJOR ACCOMPLISHMENTS:

- PUBLIC INFORMATION: Public Information Director and Media Specialist received a 2006 Rocky Mountain Emmy Award for the “Hurricane Katrina Relief Efforts” video.
- Received 2006 National Association of County Information Officers Excellence Award for “Illegal Dumping Public Awareness Campaign” and a Meritorious Award for “Employee Art Show.”
- Produced six 15 and 30 second television and radio spots entitled, “DWI – YOU CAN’T AFFORD IT” in house with County employees that aired on several television and radio stations during the holiday season and the campaign also included billboards.
- Developed a comprehensive MDC Recruitment campaign that included two television spots, billboards and radio. There was a 40% shortage and that has dropped to 9%.
- Completed the 30 minute “Life or Meth” documentary that is used as part of the Regional Methamphetamine Task Force Summit.
- Standardized stationery, envelopes and business cards that were approved for use by all departments in the County.
- Public Awareness: Coordinated several public awareness and informational campaigns that included either one or more of the following: news releases, radio spots, radio programs, press conferences, newspaper advertising and television spots. Some of these included the 2006 Primary and General Elections; Wild-fire Awareness and Safety; Water Conservation; County Government Week: Protecting the Environment; Plague in the East Mountains; Recycling; Big Read; DWI; MDC and Sheriff Recruiting and County Government Week: Protecting Our Children.
- Videos: Some of the videos produced for GOV16 included Helicopter Crash Training, Flood Safety, GO Bonds, Open Space, Election/Clerk’s Press Conferences, MDC Recruitment, Hubbell House Matanza, Having Fun, Women in Correction, MDC RDT and 911 Call Center.
- Special Events: Public Information Department assisted with and was responsible for several special events including Community Events, Employee Appreciation Day 2006, Prescription Drug Cards, Fisher Smith Gymnasium Groundbreaking, Deputy McGrane Anniversary Memorial, MDC Accreditation, Isleta Phase II Dedication, Amistad Groundbreaking, MATS Transitional Housing Groundbreaking, Women’s Transitional Housing Summit, Edith Boulevard Groundbreaking and Animal Control Spay and Neuter Clinic.
- TV16 – Maintained an average 24% County coverage on TV16 as outlined in the Joint Powers Agreement with the City including live broadcast of Commission meetings, intergovernmental board meetings, studio shows, press conferences and call-in programs. Produced an average of four studio shows and on-site location shows each month designed to inform and educate the TV16 viewing audience. We have developed four TV studio show formats that include “Working Community,” “Public Safety Matters,” “Inside Bernalillo County,” and “Bienvenidos.”
- WEB – The Purchasing Department’s on-line payment and RFP and RFB system is in place along with the Clerk’s on-line marriage application.

The Internet site is registering over 8 million “hits” per month. Public e-mail requests continue to increase and currently total about 3000 per year. Technical staff continues to “web-enable” ,more services reducing the cost of providing “hard copies” for the public.

The Intranet site continues to be a valuable resource for employees providing quick access to County rules and regulations, procedures, Administrative Instructions, training schedules and information, special announcements, Union contracts, directories, employee newsletters, the CAFR and budget.

Developed an e-news pilot project that allows web users to sign up for construction and progress updates on the Edith Boulevard Reconstruction Project.

County Goal: County government will strive to provide timely and accurate information to the public.

DEPARTMENTAL OBJECTIVES:**FY09****PUBLIC INFORMATION:**

- Provide public information services to elected officials, county manager, deputy county managers, department directors that include news releases, editorial board visits, radio spots, radio and television talk shows, public meetings, flyers, direct mailings, scrolling information on GOV 16 and studio shows.
- Become more knowledgeable in all areas of public information such as effective community outreach, speech writing, web page design and layout design by attending training and seminars each quarter.
- Maintain County presence in local media outlets by meeting with reporters, editors and radio hosts each quarter.
- Public Information Specialists will meet with their departments to gather information to formulate long-term plans for public information needs.
- Public Safety Public Information Specialist will work with Office of Emergency Management to attend a series of Emergency Training Preparedness Courses.
- Work with each department to identify funding for public information efforts and design appropriate campaigns.

FY10

- Provide public information services to elected officials, county manager, deputy county managers, department directors that include news releases, editorial board visits, radio spots, radio and television talk shows, public meetings, flyers, direct mailings, scrolling information on GOV 16 and studio shows.
- Become more knowledgeable in all areas of public information such as effective community outreach, speech writing, web page design and layout design by attending training and seminars each quarter.
- Maintain County presence in local media outlets by meeting with reporters, editors and radio hosts each quarter.
- Public Information Specialists will meet with their departments to gather information to formulate long-term plans for public information needs.

TV16:

- Ensure that County programming on TV16 is informative and highlights new projects from County departments each month.
- Revise JPA with City of Albuquerque.
- Develop new contract for TV16 contractual employee.
- Cross-train TV16 personnel to assist with press conferences and live broadcasts.

WEB:

- Web editor and technical writer will work with public information specialists to update both the internet and intranet sites daily.
- Work with County Departments to expand the on-line payment system and interactive documents as needed.
- Develop more streaming video on the web.
- Expand e-news capabilities.
- Respond to or redirect requests from the public.
- Manage the re-design of the internet.
- Establish new internet categories for use by employees.

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- Work with County Departments to expand the on-line payment system.
- Respond to or redirect requests from the public.

PERFORMANCE DATA:

Performance Measures	Actual FY 2006	Actual FY 2007	Estimated FY 2008	Target FY 2009	Target FY 2010
Assistance with events/promotions per year.	180	187	190	200	200
Total number of studio shows, on location and videos aired on TV16	70	75	80	85	90
Web Hits (annually)	6,000,000	7,000,000	8,000,000	8,500,000	9,000,000